

## Message Text

UNCLASSIFIED

PAGE 01 HAMBUR 00508 301507 Z

46

ACTION EUR-25

INFO OCT-01 ARA-11 ADP-00 COME-00 EB-11 PER-05 USIA-12

OPR-02 VOE-00 SCA-01 OC-06 CCO-00 ABF-01 SY-10 M-03

A-01 CIAE-00 INR-10 NSAE-00 RSC-01 RSR-01 /101 W

----- 067375

R 301435 Z APR 73

FM AMCONSUL HAMBURG

TO SECSTATE WASHDC 2403

AMEMBASSY BONN

INFO AMEMBASSY MEXICO CITY

AMEMBASSY STOCKHOLM

AMCONSUL BREMEN

AMCONSUL FRANKFURT

AMCONSUL OSAKA

UNCLAS HAMBURG 0508

FOR STATE AND COMMERCE BIC/ OIM ( KRAUSE)

E. O. 11652: N/ A

TAGS: ETRD, GW

SUBJECT: AMERICAN MERCHANDISE DISPLAY

REF: OSAKA'S A-07 OF FEB 23, 1973 ( NOTAL)

1. WE HAVE STUDIED THE OSAKA REPORT AND FIND IT EXCITING.

THERE ARE MANY PROBLEMS, BUT IS IS A DYNAMIC APPROACH.

2. HAMBURG IS AN EXCELLENT LOCATION FOR AN AMERICAN  
MERCHANDISE DISPLAY. WE ASK THE EMBASSY, STATE AND COMMERCE  
TO CONSIDER OPENING ONE HERE. WE HAVE THE INTEREST, THE  
STAFF, THE SPACE IN A USG- OWNED CONSULATE GENERAL, AND  
ACCESS TO A RICH MARKET.

3. THE MERCHANDISE DISPLAY IN HAMBURG WOULD BE IN THE  
SECOND LARGEST CITY IN GERMANY, THE LARGEST INDUSTRIAL CITY

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 HAMBUR 00508 301507 Z

IN THE COUNTRY AND THE LARGEST GERMAN PORT. HAMBURG HAS

ONE OF THE HIGHEST PER CAPITA INCOME LEVELS IN GERMANY. THE DISPLAY CENTER WOULD REACH AN ESTIMATED 12 MILLION PERSONS IN THE STATES OF HAMBURG, BREMEN, SCHLESWIG- HOLSTEIN AND LOWER SAXONY. IT IS CLOSE TO BERLIN, THE NORTHERN NETHERLANDS, SOUTHERN DENMARK AND THE NORTHWEST OF THE GERMAN DEMOCRATIC REPUBLIC.

4. WE HAVE A STAFF OF 2 ECONOMIC/ COMMERCIAL OFFICERS, 3 COMMERCIAL SPECIALISTS, AND ONE COMMERCIAL LIBRARIAN. FAS HAS ONE FSL HERE. WE WOULD REQUIRE ONE ADDITIONAL POSITION, A BILINGUAL CLERK- TYPIST.

5. THE PRESENT FSL STAFF IS NOW CAPABLE OF CARRYING OUT THE NEW DUTIES. THIS STAFF IS COMPLETELY TRADE PROMOTION ORIENTED, AS WE HAVE BEEN WORKING HARD FOR THE PAST 2 YEARS IN THE EXPERIMENTAL GERMANY- WIDE NEW PROGRAM FOR EXPORT EXPANSION.

6. THE FSL STAFF HAVE READ THE OSAKA REPORT AND ARE ENTHUSIASTIC IN THEIR REACTION AS THEY SEE THIS AS POTENTIALLY A POWERFUL TOOL WITH WHICH TO EXPAND GREATLY THE WORK THEY HAVE BEEN DOING EFFECTIVELY IN TRADE PROMOTION.

7. DUE TO A MAJOR REORGANIZATION OF USIS IN GERMANY, AT THE END OF MAY 1973, RATIONALIZATION OF OFFICES WITHIN THE CONSULATE WOULD MAKE AVAILABLE A FINE EXHIBIT AREA OF 3,741 SQUARE FEET ON THE GROUND FLOOR OF THE CONSULATE ANNEX, WHICH ADJOINS THE REAR OF THE MAIN BUILDING. THE AREA HAS 3 PERMANENT OFFICES; THE REMAINDER COULD BE MADE INTO AN OPEN EXHIBIT AREA MEASURING 78 FEET BY 38 FEET.

8. THE COST WOULD INCLUDE MOVING THE VISA COMPUTER AND INSTALLING AN IMPROVED TELEPHONE AND A NEW TELEX SYSTEM. THERE WOULD BE EXPENSES FOR FURNITURE, INTERNAL COMMUNICATIONS, DISPLAY AND EXHIBITS SYSTEMS. THERE SHOULD BE AN INCREASE OF THE SHARED ADMINISTRATIVE BUDGET.

9. THE MOST DIFFICULT PROBLEM WOULD BE THAT OF SECURITY, NOT ONLY FOR THE EXHIBIT AREA, BUT ALSO FOR THE REMAINDER  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 HAMBUR 00508 301507 Z

OF THE CONSULATE BUILDING. IF THE PROJECT IS APPROVED, WE WOULD REQUIRE THE COOPERATION OF SY.

10. AS USIS WILL MOVE FROM THE CONSULATE AT THE END OF NEXT MONTH, WE WOULD APPRECIATE BEING INFORMED SOON WHETHER THIS PROJECT IS APPROVED IN PRINCIPLE. IF IT IS NOT, WE SHALL MAKE OTHER USE OF THE SPACE IN THE BUILDING. BROGAN

UNCLASSIFIED  
NMAFVVZCZ

\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* UNCLASSIFIED

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:**  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 30 APR 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1973HAMBUR00508  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** n/a  
**Errors:** n/a  
**Film Number:** n/a  
**From:** HAMBURG  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1973/newtext/t19730452/aaaaixto.tel  
**Line Count:** 115  
**Locator:** TEXT ON-LINE  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 73 OSAKA' S A-07 OF FEB 23, 1973 ( NOTAL)  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** kellerpr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 20 AUG 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <20-Aug-2001 by reddocgw>; APPROVED <27-Aug-2001 by kellerpr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** <DBA CORRECTED> gwr 980203  
**Subject:** AMERICAN MERCHANDISE DISPLAY  
**TAGS:** ETRD, GW  
**To:** BONN  
BREMEN  
EUR  
FRANKFURT  
MEXICO  
OSAKA  
SECSTATE WASHDC

STOCKHOLM

**Type:** TE

**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005